Design Checklist
for
Commercial Spaces

Checklist

This checklist is designed to be used as a tool to increase your awareness of your store or restaurant spaces, and to help you identify & analyze problem areas for renovation.

Write in or check off your answer to each question. Draw a line through the questions which do not apply to your type of business. There are no correct answers as each business is different and has different requirements.

After you have filled out the list, you may wish to discuss some of the questions with staff, friends, consultants, or designers to get a clearer idea of the types of renovations you will want.

- What type of business do you operate?

  _____

- Who are your customers?

  _____

- How many people are required to run the business?

  _____

- Does your business have a theme in which storefront, window displays, layout, colors, fixtures, and textures work together to create an image?

  _____

- Do you believe that improving your store can increase your volume of business?

  _____

Storefront

Statistics have shown that it is possible to make 80% of passersby turn & look at a window display during the seven seconds it takes to walk by the average store.

	Yes	No	?
• Can you identify the name of your business & the type of business from a passing car?	☐	☐	☐
• Do you consider your sign to be tasteful?	☐	☐	☐
• Does your storefront match the theme or decor of the interior?	☐	☐	☐
• Can your window display & signs be seen clearly from across the street?	☐	☐	☐
• Do you keep the glass clean?	☐	☐	☐
• Is your window free of unnecessary clutter from signs or merchandise?	☐	☐	☐
• Have you lighted your window display to accentuate certain items?	☐	☐	☐
• Can the activities inside be seen from the outside?	☐	☐	☐
• Would people be more likely to come in if they can see the activity inside?	☐	☐	☐
• If you have a restaurant, have you displayed your menu so passersby may read it?	☐	☐	☐
• Do your window displays catch people's eyes, so that they stop or come in?	☐	☐	☐
• Can people clearly see your entrance?	☐	☐	☐
• Does the entrance look inviting when your business is open?	☐	☐	☐
• Have you developed something special to attract people such as a bright awning, street display, or planter?	☐	☐	☐

Comfort & Safety

Basic human comfort and safety is a
necessity for successful business operation.
Customers will tend to avoid places which
are physically uncomfortable or poorly main-
tained.

	Yes	No	?
• Is the building free of structural or safety problems such as leaks or inadequate fire exits?	☐	☐	☐
• Is the electricity adequate with good wiring and enough outlets?	☐	☐	☐
• Is the plumbing adequate and conveniently located?	☐	☐	☐
• Is the building adequately heated and/or air-conditioned?	☐	☐	☐
• Is the overall lighting sufficient to work and see goods & displays?	☐	☐	☐
• Is the lighting designed to avoid too much light causing glare & discomfort?	☐	☐	☐
• Is the store as a whole clean and free of disagreeable dust, odors, and noise?	☐	☐	☐
• Has enough space been set aside for storage of cleaning equipment, maintenance work, refuse collection & disposal?	☐	☐	☐
• Are such areas out of the view of the customer?	☐	☐	☐
• If you own a restaurant, is the kitchen sanitary & safe with enough light?	☐	☐	☐
• Is the restaurant adequately vented to get rid of excess cooking heat and unwanted odors?	☐	☐	☐
• Is the interior visually comfortable - free of clutter, harsh colors, etc.?	☐	☐	☐

Layout

The first step in laying out the interior is to list the activities you will be doing and the physical requirements for each activity in terms of space, equipment, etc.

	Yes	No	?
• Do you have a large enough entry where people can pause to see what's happening?	☐	☐	☐
• Is the entry free of goods, baskets, boxes, customers which may block the way?	☐	☐	☐
• Considering the number of customers you usually have, have you allowed enough space for the public activities in your business, i.e. merchandise shelves, dining tables, barber chairs, waiting area?	☐	☐	☐
• Is the public area clearly laid out to avoid customer confusion?	☐	☐	☐
• From your usual work area, can you view most of the public area and move easily to serve a customer?	☐	☐	☐
• Are the aisles between merchandise shelves wide enough & kept clear enough for people to pass each other and still be able to view the merchandise?	☐	☐	☐
• Are the aisles between tables or chairs wide enough for easy movement and minimal customer privacy?	☐	☐	☐
• Have you allowed enough space for customer service, i.e. cashiering, wrapping packages, relaying food?	☐	☐	☐
• Is the space behind the counter well organized and easy to work at?	☐	☐	☐

Circulation

The second step in layout is to be sure the
activities have a flow between them, saving
time, space, money, & day-to-day irritation.

	Yes	No	?
• Do cashier or service lines block the aisles or entry?	☐	☐	☐
• Can the customer view any disorganized or messy areas behind the counter?	☐	☐	☐
• Is the cash register uncluttered and located in a suitable position to avoid theft but allow for easy access and use by the staff?	☐	☐	☐
• Is there enough space for the private activity areas: short term storage, long term storage, work room, delivery and shipping, garbage, staff toilet and/or rest area?	☐	☐	☐
• Is the storage laid out efficiently with the short term items readily available?	☐	☐	☐
• If you have a restaurant, are the food storage, preparation, cook, serving and clean-up areas adequate & efficient?	☐	☐	☐
• Are the work areas visible to the customer?	☐	☐	☐
• Is it desirable for the customer to see into the work areas?	☐	☐	☐
• Does your layout allow the staff to view the public area while working in the private area?	☐	☐	☐

Atmosphere

An exciting, pleasurable atmosphere or
theme can attract customers and make a
long workday easier for the staff.

	Yes	No	?
• Do you like the physical layout and atmosphere when you enter your business?	□	□	□
• Does the size of the space seem right - the ceiling does not seem too high or the rooms too empty?	□	□	□
• Is the overall organization of your space easily understandable with clear signs & prices?	□	□	□
• Does the type of lettering on the signs help create an image?	□	□	□
• Is the merchandise well arranged and easy to reach without appearing cluttered?	□	□	□
• Does the lighting layout help highlight special displays or goods?	□	□	□
• Does the lighting create a "mood" - highlighting special tables, paintings, areas, etc.?	□	□	□
• Are the wall, ceiling & floor coverings right for the image you want?	□	□	□
• Is there a pleasing mix of color & texture?	□	□	□
• Does the furniture or fixture style match the atmosphere?	□	□	□
• If you don't have the atmosphere you want, what yould you like?	□	□	□